

ACCOMPANYING LABELING: Brochures entitled "Why Suffer, Take Mill Rue and Enjoy Life as You Live."

LIBELED: 3-28-58, N. Dist. Ind.

CHARGE: 502(a)—when shipped, the labeling accompanying the article contained false and misleading representations that the article was an adequate and effective treatment for cancer, ulcers, kidney and bladder troubles.

DISPOSITION: 6-12-58. Default—25 bottles of the article and 25 copies of the brochure were delivered to the Food and Drug Administration and the remainder of the article and the brochure were destroyed.

5992. Ketovite tablets and Bioplete tablets. (F.D.C. No. 43163. S. Nos. 53-058/9 P.)

QUANTITY: 20,000 tablets in bulk container, 28 100-tablet btl., 60 200-tablet btl., 72 400-tablet btl., and 6 1,000-tablet btl. of Ketovite; and 10,000 tablets in bulk container; 17 180-tablet btl., and 30 360-tablet btl. of Bioplete at Los Angeles, Calif., in possession of Professional Foods.

SHIPPED: 3-22-59 (Ketovite), and 4-1-59 (Bioplete), from Cedar Rapids, Iowa, by Professional Foods.

LABEL IN PART: (Btl.) "Ketovite \* \* \* A Dietary Supplement made from Liver and other Meats (dessicated), Milk Solids, Rice Bran, Wheat Germ, Fractions from Wheat Germ, Rice Bran and Soya Oils, Amino Acids, Extracted Proteins, Alfalfa and Cereal Grain Juice Concentrates, Diastase, Enzymes, Vitamins and Minerals from Food Sources. \* \* \* Distributed by Professional Foods, Cedar Rapids, Iowa," and "Bioplete A Dietary Supplement, made from Liver and other Meats (dessicated), Milk Solids, Rice Bran, Wheat Germ, Fractions from Wheat Germ, Rice Bran and Soya Oils, Amino Acids, Extracted Proteins, Alfalfa and Cereal Grain Juice Concentrates, Diastase, Enzymes, Vitamins and Minerals from Food Sources. \* \* \* Distributed by Micro-Nutrients, 219 2nd Ave., S.W., Cedar Rapids, Iowa."

ACCOMPANYING LABELING: (For Ketovite) booklets entitled "The Facts About a Four-Way Product!" and leaflets entitled "For Your Well Being!—Ketovite"; and (for Bioplete) booklets entitled "Why You Need More!" and leaflets entitled "For Your Well Being!—Bioplete"; and a number of loose labels for Ketovite and Bioplete.

RESULTS OF INVESTIGATION: The articles were shipped in bulk from Iowa and were repacked and relabeled by the dealer. Literature was sent from Iowa at the request of the dealer.

LIBELED: 6-2-59, S. Dist. Calif.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the articles were adequate and effective for the treatment and prevention of common diseases due to a partial starvation even though regular, normal meals may be consumed; growing old; chronic fatigue; anxiety and worry; headaches, stomach upsets, insomnia, creaking and aching joints; body deterioration; debility and sickness; chronic sickness and organic degeneration; inadequate nerve function; lack of endocrine and enzyme output; improper teeth and bones; wearing out of the body; underdeveloped muscles of arms, legs, and heart; blocking of hormone formation of the anterior pituitary gland; insufficient insulin production; artery and heart disease; retarded mental development; cell starvation; lack of consciousness and vitality; arrested growth; collapse during hard work and worry of older people; failure to repair damaged parts

of the body; improper regulation of cholesterol; improper brain function; dementia; unhealthy eye structure and function; infection; scaly skin; defective tooth formation; paralysis; nerve degeneration; degeneration of the testes and female generative organs; respiratory and circulatory diseases; nerve degeneration which may affect walking and heart action; dropsy; heart sickness; hemorrhagic conditions; dermatitis; diarrhea; diphtheria; impaired response to the pituitary hormones; low blood pressure; digestive distress; numbness of the hands and feet; deleterious emotional changes; improper use and conversion of cholesterol; degeneration of the spinal cord; improper formation or use of life supporting hormones; improper function and maintenance of connective tissue; hemorrhages of the capillaries; arthritis; sterility; destruction of essential lipids of the body chemicals; muscular dystrophy; cardiac or heart tissue degeneration; serious disorders of the body; nutritional imbalance; deteriorating arteries, hearts, brains; defects of the eyes and urinary tracts and defective hearts and blood vessels of babies; tuberculosis and structural heart trouble of children; and that the articles would supply adequate and effective amounts of essential amino acids, essential lipids, and essential trace minerals; that sugar in the diet was used almost exclusively to furnish energy for brain cells; that inclusion of vitamin B<sub>12</sub> would increase the effects of adrenal hormones; that inclusion of choline would cause the liver to convert simple fats into phospholipids, and that inclusion of betaine would cause the body to have a reservoir of immediately available energy for muscles and nerves.

DISPOSITION: 6-24-59. Default—destruction.

5993. Vi-San Food Supplement. (F.D.C. No. 41513. S. Nos. 11-762 P, 11-769 P.)

QUANTITY: 11 pkgs., each containing 60 capsules, and 180 tablets, at Detroit, Mich.

SHIPPED: Between 1-13-58 and 3-25-58, from Burbank, Calif., by Vi-San Co.

LABEL IN PART: "Vi-San Food Supplement Therapeutic Nature's Organic Vitamins \* \* \* Minerals \* \* \* Exclusive SPECTRONIC (R) Concentrated Base."

ACCOMPANYING LABELING: Folders entitled "Why Millions of Americans," "Live Lively," "A Report On The Health of the Nation," and "Record O Gram"; leaflets entitled "Prescription for Better Living"; phonograph records entitled "Prescription for Better Living" and "Your Priceless Possession"; and booklets entitled "The Vi-San Story" and "Your Priceless Possession."

LIBELED: 4-18-58, E. Dist. Mich.

CHARGE: 502(a)—when shipped, the labeling accompanying the article contained false and misleading representations that the article was effective in preventing, treating, or alleviating digestive problems, loss of weight, fatigue, weakness, dry skin, hair, or nails, lusterless eyes, functional or organic diseases, arthritis, heart trouble, sinus trouble, chronic infections, virus infections, headaches, colds, constipation, emotional instability, lowered body efficiency, distorted heart rhythm, skin inflammations, mental confusion, dental caries, diarrhea, loss of manual dexterity, fear, complex, insomnia, neuritis, sores, poor blood coagulation, cancer, coronary thrombosis, allergies, cerebral palsy, multiple sclerosis, infantile paralysis, muscular dystrophy, epilepsy, nephrosis, tuberculosis, deafness, blindness, and diabetes; that the article was a necessary or required adjunct to diet since the average American had a serious dietary problem and consumption of proteins was far below optimum requirements;